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San Jose *and* Santa Clara Valley

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California Blossom Land

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Santa Clara Valley Improvement Club

San Jose, California

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It's O my heart, my heart,
To be out in the sun and sing—
To sing and shout in the fields about,
In the balm and blossoming.
—Ina Coolbrith.

Illustrated from photographs by Hill

IT WAS a sunny afternoon in October, 1769, when Gaspar de Portola, at the head of a party of Spanish soldiers and missionaries, emerged from the passes of the Santa Cruz mountains and looked down upon what he declared to be the most beautiful valley in the world. Mile after mile of grassy vale lay at his feet, dotted with thousands of live oak trees. On three sides the mountains rose to inclose and shelter, while on the north the peaceful waters of a large bay stretched out till, through the now famous Golden Gate, they mingled with the waves of the Pacific. The bay was named San Francisco, in honor of Saint Francis, the patron saint of the Franciscan order, and the valley he called Santa Clara.

The object of his quest was a safe port for the vessels supplying the mission stations, and having found this he returned to San Diego to report, not only the discovery of the wonderful harbor, but the valley of unrivaled beauty and fertility. The result was that as soon as the struggling missionaries could possibly do so missions were established both at the bay and in the valley, the former in June, 1776, and the latter six months later. That of Santa Clara still stands in the grounds of Santa Clara College at Santa Clara, near San Jose. Twenty years later still another was founded in the valley, whose fertility and beauty were so alluring and whose native population was consequently the largest of any like area in California. This was the Mission San Jose, whose ruins may still be seen fifteen miles northeast of the city which has grown up to succeed the little pueblo of San Jose de Guadalupe which sprang into being soon after Santa Clara mission was founded.

An ideal pastoral life was that which the early missionaries and residents lived in this beautiful valley for three-quarters of a century, until it was awakened into new life and greater activity by the coming of the restless and enterprising Americans. The missionaries brought with them the grape and the fig and the rose, and under the skies of perpetual summer they sat beneath their own vine and fig tree in a garden of everblooming flowers. Antelope abounded in the valley, feeding upon its wealth of grass, basking in the sunshine or lying in the cool shade of its live oak trees, while deer and elk roamed the foothills and moun-

IN AN ALMOND ORCHARD IN THE SANTA CLARA VALLEY

In the May month of the year
All the orchards were like snow,
With pink flushes there and here,
And a bird sang building near.
— Ina Coolbrith

tains. Trout filled the numerous streams, which are still the delight of anglers; quail were in the valley and mountains, and in their season ducks covered the bay. Cattle were brought and grazed on the luxuriant grass, sheep were reared for their wool and flesh, grain was cultivated and vegetables by their immense size testified to the unrivaled fertility of soil and genial climate. Indian converts, Mexican peons and discharged soldiers did the work of vaqueros on the range, laborers in the fields and mills. Nature was lavish with her bounties and the population, small indeed compared with that of today, lived in peace and comfort, with little thought or care for the busy world without.

The change came with the conquest of California from Mexico in 1846, and more rapidly after the discovery of gold two years later. Americans crowded into the country; San Jose was convertetd from a sleepy pueblo to a bustling town and soon to a city, the thriving business center of the fertile valley. The missions are in ruins; the collection of adobe huts once known as San Jose has given way to stately public buildings, fine school and church edifices, stores crowded with goods, busy factories, elegant mansions and beautiful cottages embowered in flowers and trees. The broad reaches of grassy meadows have become orchards and vineyards as far as the eye can see, with here and there a field of grain or hay, in which the beautiful oaks still stand, while the brush-covered slopes of the foothills and lower mountain levels now also bear their new covering of fruit trees, vines and waving grain or furnish grazing for cattle and sheep. The Santa Clara mission, the ruins of the Mission San Jose, here and there an old adobe building and a liberal sprinkling of the descendants of the Spanish and Mexican inhabitants still give interesting and pleasant suggestions of former times and conditions, but the general aspect of the city and valley is one of prosperous Americanism, of the results of fertility of soil, perfection of climate and labor intelligently and diligently applied, an aspect of luxuriance, wealth and beauty the eye seldom falls upon.

Santa Clara county lies south of San Francisco bay, extending also north along both sides of it. The valley is about sixty miles long and of varying width, averaging about twenty miles. The surrounding mountains are included within the limits of the county and contribute much to its wealth and productiveness, as they do also to its beauty and comfort and enjoyment of its inhabitants. On the east the Mt. Diablo range of mountains, with the famed Lick Observatory on its highest peak, cuts the valley off from the hot winds of the great interior region lying between the Sierra and the Coast mountains, while the Santa Cruz mountains on the west shelter it from the winds of the ocean. The moist ocean breezes steal in by the way of the Golden Gate and the bay, and every night cool the air and render the evenings delightful and the nights restful. The average rainfall of about fifteen inches in the valley and thirty in the mountains is almost exclusively between the months of November and May, and during that season the grass grows luxuriantly and in certain sections the tenderest plants thrive and bloom in the open air. During the long summer the heat is never severe.

The United States weather bureau reports for 1901 show a maximum temperature in July of 94 degrees, but the maximum night temperature was only 66 degrees. The minimum temperature in February was 25 degrees, on the night of a day when the thermometer rose to 53 degrees. Thus it is seen that neither continued cold nor heat exists. The mean temperature for the year was 60 degrees. There were 285 sunny days out of the 365, while most of the days not recorded as sunny were by no means disagreeable and few were stormy.

The valley may best be seen from some such eminence in the foothills as that from which Portola first gazed upon it. There are many such, some of them already the sites of charming and elegant homes and others offering opportunities of like nature yet to be improved. From these vantage points the valley stretches out as far as the eye can reach, an almost continuous vista of orchard and vineyard, framed by gently rising mountains, with the waters of the bay glistening on the north.

It is during the blossoming season that it presents its greatest charm, whether as a panorama or seen in detail. Then the white blossoms cover it almost like a mantle of snow. It is a hopeless task to convey an impression of the beauty of this scene to one whose eyes have not beheld it. Six million fruit trees are in bloom

almost simultaneously. Of these four millions are prune trees and are in bloom at the same time, while with them peach, apricot, pear and cherry are mingled to give color tints to the scene, for the deep pink of the peach blossoms adds here and there a patch of color to relieve the snowy whiteness of the general tone. Mile after mile these masses of blossoms stretch before the eye until they blend with the blue of the horizon.

The blossom season is a long and delightful one, both to the residents and the thousands of visitors who seek the valley to enjoy its climate. The almonds are the first to show their blooms, beginning usually the last week in January, and in a few weeks these are followed by the peach, the cherry, the pear, the apricot and then the prunes, the latter about the middle of March or early in April, and finally by the apples. Oranges, lemons, figs, walnuts, olives, dates, pomegranates, quinces, persimmons and other fruits are grown in the valley and foothills, but they add little to the wealth of bloom which in the springtime, and especially when the prunes are in bloom, robes the entire valley in white.

It is no wonder the people of Santa Clara valley annually celebrate the blooming of the fruit trees with a "Blossom Festival," and that visitors come from great distances to join in the celebration or witness the unique spectacle. Unique it is indeed, for nowhere else in the universe can such a sight be witnessed as this mountain-girt valley of fruit trees during the blossom season. The Japanese celebrate the blooming of the cherry trees, but all the cherry trees in Japan are but as a satellite to the sun compared with the blooming orchards of the Santa Clara.

At all seasons of the year flowers may be seen in profusion about the homes. The everblooming roses, hedge rows of callas in bloom, the many-colored flowers of geranium, the beautiful, long-stemmed California violets and many other flowers may be seen during the entire winter. But it is in April and May, just following the rioting of nature in the blooming orchards, that flowers are seen in an almost incredible abundance. Huge rose bushes climb over houses and fences and far up among the limbs of great trees, covering them with a wealth of color. Innumerable varieties of flowers bloom in the gardens. No better idea of their abundance can be given than to say that when President McKinley visited San Jose in May, 1901, a huge bouquet was constructed in his honor in St. James Park, which was thirty feet high and contained two tons of flowers; that half a hundred beautiful floats, completely covered with flowers, passed in procession; that two thousand callas were used in a reproduction of the battleship Ohio; that millions of blooms were used in decorating the streets and arches in the park. Yet the next day a visitor riding through the city and surrounding country would not have imagined these gardens had been called upon for contributions.

A drive through the orchard region is one of continued charm, whether it be taken during the blooming of the trees or when they are laden with the ripening fruit. The roads are broad and well kept and are bordered continuously for miles by orchards and vineyards, with here and there a field or meadow, and dominating all, rise the mountains always before the eye. Not the least interesting feature of the drive are the numerous ornamental trees that line the avenues—palm, cypress, willow, elm, eucalyptus, pine, linden, nut trees, magnolia, pepper laden with red berries and here and there a giant live oak, which the axe has spared even when it stood in the very middle of the road. The eye, too, is delighted with the millions of California poppies, whose orange clusters tint the ground with a golden hue.

The tree-embowered homes resemble the well-kept residences and grounds of a city, with their beds of flowers and everblooming roses, graveled driveways and green lawns. These are the homes of the orchard and vineyard owners, all bearing witness to the presence of culture, refinement and prosperity. At the gate of each is the box of the rural post delivery, and a box where the daily newspaper is left by carrier every morning before breakfast.

What these roads are over which the visitor is whirled in comfort and delight in his comfortable carriage or the dashing automobile, which finds here just the conditions for its best use the entire year round, may be understood from the statement that they are macademized, gridiron the entire valley and are kept in perfect condition the year round at an an-

NOTABLE POINTS OF INTEREST IN SANTA CLARA COUNTY.

(1) Drinking fountain and bathhouse at Alum Rock Springs.
(2) General view, New Almaden quicksilver mine.
(3) The Lick Observatory, summit of Mt. Hamilton (4440 feet).
(4) In the old garden of Santa Clara Mission.

AMONG THE VALLEY'S ROSES AND PALMS

(1) A typical residence in San Jose.
(2) Home in suburbs of San Jose.
(3) All kinds of roses.
(4) In a garden of the Santa Clara valley.

nual cost of $100,000, one-third of which is paid for sprinkling during the summer and fall months. Three hundred miles of these orchard boulevards are sprinkled every day during the dry season. Were it not for the blooming or fruiting orchards, one would imagine he was riding through the well-kept suburbs of a modern city, instead of among the homes of the "grangers," as they delight to call themselves.

But these orchards and roads mean more than mere pleasure to the people of Santa Clara valley, for the orchards are to a large degree the life fountain and the roads the arteries of the system through which the life fluid courses. It is difficult to make one not familiar with it comprehend the immensity of the fruit interests of this valley. Statistics are dull things, yet they are the only means by which the magnitude of the fruit industry can be stated. There are in the county about 4,000,000 prune trees, 600,000 apricot trees, 500,000 peach, 150,000 cherry, 10,000 olive, 125,000 pear, 20,000 almond, 10,000 walnut, 2,000 fig, 25,000 apple and large numbers of orange, lemon, nectarine and other kinds of fruit and nut trees not grown on so large a scale. Oranges may be profitably grown here, but the climate and soil are better adapted to deciduous fruits.

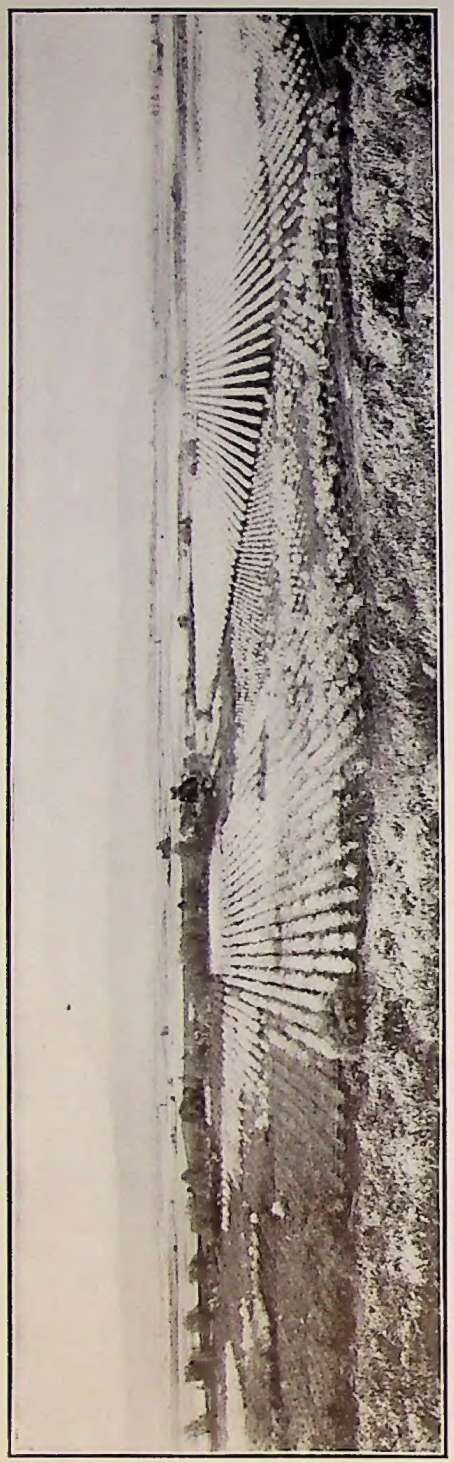
Conditions of soil and climate render this one of the best prune-growing districts of the world, and for this reason prune culture in the United States has found here its greatest development. Three-fifths of all the prunes produced on this continent are grown in the Santa Clara valley, whose trees yield upwards of a hundred million pounds of the cured fruit annually. The matter of superior quality accounts for the concentration of the industry in this valley. Prunes and other fruits are dried in the sun and not by artificial heat, as is necessary in less sunny climes. With warm, bright sunshine day after day during the drying season, with no dust flying, the product of the orchards and driers of the valley is the best the country produces.

Yet it must not be supposed that the valley is given up to prune growing. Far from it. The statistics already given show to what proportions other fruits and nuts are grown. There are dried annually about 3,000,000 pounds each of peaches and apricots, and pears and apples to a total of a million pounds more. Seven canneries pack more than twelve million cans of fruit annually, as well as great quantities of tomatoes and other vegetables, while all varieties of fruits are shipped fresh to the extent of 20,000,000 pounds annually.

The prudent man makes a careful selection of soil and location. There are thousands of acres yet available and every year great numbers of fruit trees and grape vines are set out in new orchards and vineyards or in extending old ones.

There are also many acres of small fruits and berries, strawberries yielding constantly from April until December. Many acres are devoted to the growing of wheat and barley, which give large yields of the highest quality of grain. Only the superior value of the fruit crop prevents the valley from being a continuous field of grain. Much grain is cut for hay, and there is also considerable meadow land devoted to grass hay of about the same market value. Many acres, also, are devoted to the growing of vegetable and flower seeds. This is an industry highly developed in this valley. Last year the product of seeds exceeded five hundred tons, more than half of which was onion seed, the remainder being of many varieties. Seedsmen all over the United States buy the Santa Clara seeds and know they are putting on the market the best that can be grown. The assessment roll shows that there were in 1901 13,020 acres in wheat, 13,200 in barley, 30,900 in hay, 397 in potatoes, 240 in blackberries, 159 in raspberries, 261 in strawberries and several thousands in seeds. The total exports annually are enormous.

That the valley is an ideal home for livestock was early recognized by the Spanish settlers, and they grazed large herds of horses, cattle and sheep. Live stock still constitutes an important element in the swelling of the assessment roll. Santa Clara valley has became famous as the breeding place of some of the finest horses in the world—horses that have made records on many tracks. The Stanford stock farm at Palo Alto is a noted one. The foothills, especially in the southern portion of the county, are grazed by large numbers of horses, cattle and sheep. The finest flocks of Angora goats in the United States are to be found here. Great quantities of butter and cheese are made, especially in the vicinity of Gilroy. Poultry raising is



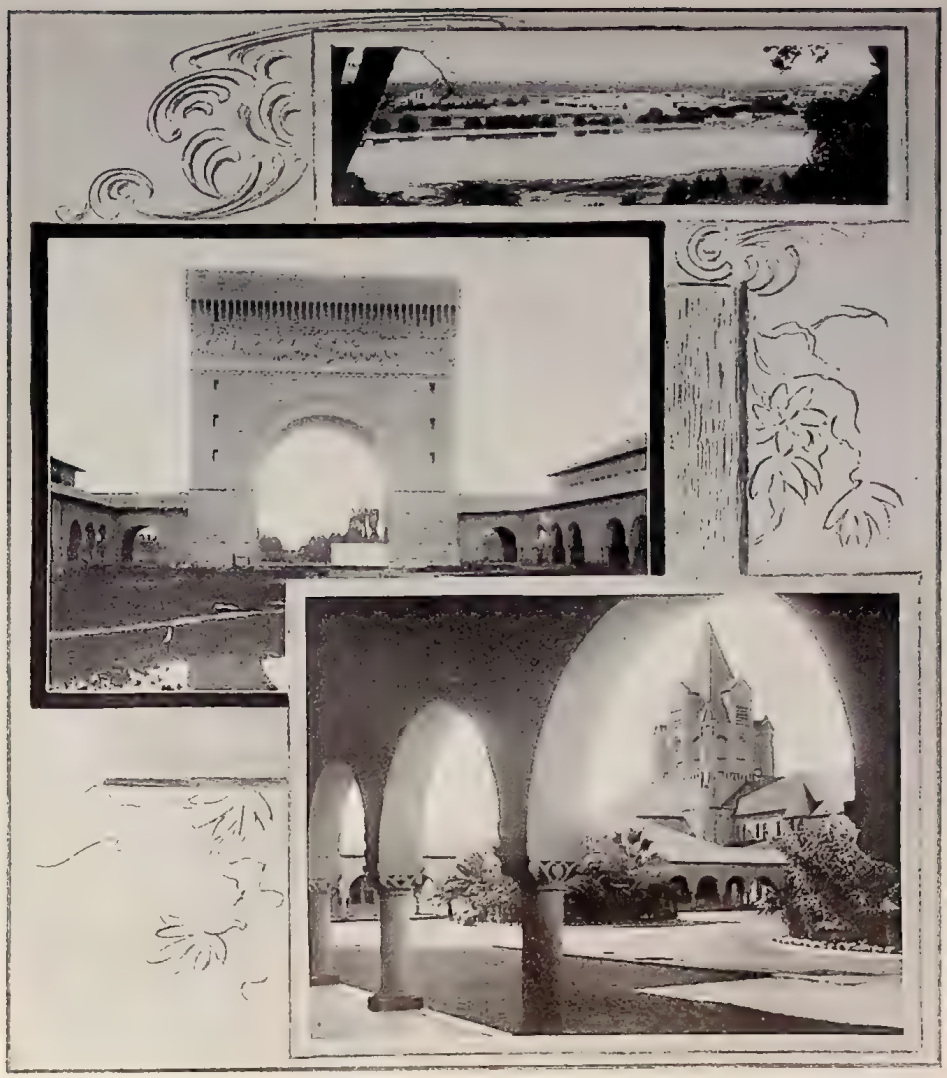
ORCHARDS OF THE SANTA CLARA VALLEY DURING BLOSSOM FESTIVAL TIME

quite an industry, with unlimited opportunities for expansion.

The padres brought with them the grape, but the few acres they planted have been converted into thousands. Large areas are given up to vines, both in the valley and foothills, but it is in the latter location the vineyards are the most numerous. Both wine and table grapes are grown, but the wine grape predominates. The ravages of the phylloxera, which destroyed so many vineyards a few years ago, have been guarded against in the new ones by the use of resistant stock. Recently a vineyard of 239 acres was sold for $150,000, including the wine of the previous season. New vines are being set out in large quantities. From two to four million gallons of wine are made annually.

The assessment roll shows that the total value of property in the county is $52,000,000, and that $32,000,000 of this lies outside the limits of incorporated cities. This reveals the great value of the farms, orchards and vineyards. The census also tells the same story. More than half the population of something over 60,000 lives outside the cities, notwithstanding many of the owners of orchards and vineyards have their homes in the cities and towns. Eloquent as this is of a highly developed and thickly settled region, it must not be assumed that there are no openings for others to engage in the various pursuits of the valley. The man who has money to invest may readily secure a home in this delightful climate. He may have a cottage with a few acres or he may have a mansion with many, or anything between them.

It is readily understood that horticulture and viticulture on so large a scale means work for a great many people. There is work at all seasons, but it is in the summer and fall, when the crops are being gathered and packed for market, that the demand for labor is the greatest. Men, women and children flock to the orchards and packing houses. Entire families go out into the country and camp for weeks near the scene of their labors. Others go to and from their work in wagons or on bicycles. The fruit must be picked, put into boxes, hauled to the driers and canneries, sorted, handled, packed, canned, boxed. Labor is needed at every stage. A drier or a cannery is a busy place for weeks, beginning with vegetables and the early cherries and



THE LELAND STANFORD, JR., UNIVERSITY AT PALO ALTO, SANTA CLARA COUNTY, CALIFORNIA

The top view shows the University buildings from the Lagunitas Lake; the central picture is of the new Memorial Arch; below is the Memorial Church recently completed.

running through the peaches, apricots, pears and prunes.

While Santa Clara valley will always be noted chiefly for its fruits, its agricultural products and its live stock, the beauty of its scenery and the delight of its climate, there are other things that contribute to its prosperity and not a little to its reputation. At New Almaden, in the mountains some seventeen miles from San Jose, is the largest quicksilver mine in the United States and the third largest in the world. It has been producing a large share of the quicksilver used in this country for many years. Another at Silver Creek is being developed to large proportions. Oil and asphaltum are also being developed in several places, especially in the vicinity of Gilroy, near which also tobacco is grown successfully.

Mineral and medicinal springs constitute another attraction and possession.

The famous Congress Springs, with its fine hotel, near the town of Saratoga, in the foothills of the Santa Cruz mountains, is visited by thousands of health and pleasure seekers every year. In Alum Rock Park, a pleasure ground belonging to the city of San Jose, about seven miles east of the city, have been developed sixteen distinct mineral springs. One splendid soda spring and one fine sulphur spring have their waters piped to a little pavilion in the park, where they may be drawn from faucets side by side with the sweet water of Penitencia creek. The park is a beautiful place, and is cared for by the Park Commissioners of the city. An electric line has just been completed to it and cars run every hour on week days and more often on Sundays. It is a favorite resort of both residents and visitors, who picnic on its grassy slopes, wander along the picturesque creek in the canyon, indulge in a hot sulphur steam bath or take a plunge in the large sulphur bathing tank. It is a unique pleasure ground, unlike anything else to be seen in California.

The Lick Observatory is on the summit of Mt. Hamilton overlooking the valley. Its white dome may be seen from the streets of San Jose, though a drive of twenty-eight miles is necessary to reach it. This drive is through the valley and then up a winding mountain road which is pronounced to be the best in the United States as well as the most picturesque. It was constructed by Santa Clara county at a cost of $80,000 as one of the necessary considerations for the location of the observatory there. Lick Observatory is the Mecca of all tourists well informed as to the objects of interest in California, and stage loads of them may be seen going and coming every day. The drive to Mt. Hamilton and the observatory, as well as the commanding view of mountain summit and valley to be had from this topmost peak of the mountain range, constitutes one of the greatest pleasures California can offer. The late James Lick spent $700,000 in founding the observatory. It has a thirty-six-inch glass as well as a number of others, and is famous for its discoveries and other work.

The Leland Stanford, Jr., University is the most richly dowered in the world, the endowment of the late Senator Stanford and his widow, Mrs. Jane Stanford, being appraised at $30,000,000. It is located at Palo Alto, on the line of the Southern Pacific eighteen miles from San Jose. It is built of stone in the mission style of architecture. At Santa Clara is located the Santa Clara College, successor to the Catholic mission. At College Park, a suburb of San Jose, is located the University of the Pacific, the oldest and largest Methodist college on the Pacific Coast. In San Jose is a State Normal School with some six hundred students, a good high school and fine grammar and primary schools and kindergartens, the St. Joseph's College, the Notre Dame Academy, the Washburn School and three business colleges.

One thing is specially noticed by the traveler as he drives through the orchard region, and that is the number and excellent character of the rural school buildings. These are not the famous "little red school houses," but except in the most remote districts are graded schools and in general appearance resemble those of the towns. The character of the school houses is an index to the nature and density of the population. There are in the county 114 grammar schools, 159 primary schools, 4 high schools, 5 kindergartens and 520 teachers.

The center of life and business activity in Santa Clara valley is the city of San Jose, the county seat, which has a population of 30,000. It lies on the direct line of the Southern Pacific from San Francisco to Los Angeles and the east, and overland trains pass through the city. It is a beautiful city, with broad streets, imposing public buildings, fine stores, elegant homes embowered in palms, flowers and shade trees, fine churches and school buildings and all that marks the home of refinement and wealth and the prosperity of the masses.

San Jose has a complete system of electric street cars, two systems of electric light and gas, fine police and fire departments, good sewers and other appointments of a modern city. The purest

VISTAS OF THE SANTA CLARA VALLEY COUNTRY

(1) Trout pools in a mountain canyon. (3) With the valley at his feet.
(2) Fast-flowing artesian well. (4) Before the Gringo came.
(5) On a suburban highway.

VALLEY FRUIT DRYING AND PACKING

(1) Trays of fruit drying in the sun.
(2) Packing dried prunes for market.
(3) Tons of dried fruit.
(4) Pitting peaches by machine.

NOTABLE SAN JOSE SCHOOL BUILDINGS

(1) The State Normal School. (2) The High School.

of water is piped in from the mountains. There are three beautiful parks, the St. James, the Market-street Plaza and the Washington Square (in which are the State Normal School, the High School and the new Carnegie Public Library). St. James Park is one of the most beautiful of its kind imaginable, being green all the year round. It is in the heart of the city, fronted on the west by the Court House and Hall of Records and the St. James Hotel, on the north by the Saint Claire Club and on the east and south by residences. On the Market-street Plaza stands the fine City Hall, and near it are the imposing stone Post-office and St. Joseph's Cathedral. A view down Market street from the City Hall includes also the huge electric light tower, reaching into the air two hundred and ten feet. Two large hotels, the Vendome and St. James, have a wide reputation for excellence among tourists and travelers generally.

San Jose is not alone a beautiful place of residence, but it is a city of affairs. Here is transacted all the business connected with the immense fruit crop of the valley, as well as its other valuable products. Here are located packing houses, railroad shops, canneries, foundries, box factories, planing mills, breweries, including one of the largest in the state, and numerous other industries of both general and local importance. Conditions are such as to render San Jose a specially fine location for manufacturing. It has three lines

CITY OF SAN JOSE FROM THE CITY HALL PLAZA, SHOWING THE NEW POSTOFFICE BUILDING ON THE RIGHT, WITH ST. JOSEPH'S CATHEDRAL ADJOINING AND ELECTRIC LIGHT TOWER IN THE DISTANCE

of railway connecting it with San Francisco, by which the city may be reached a score of times daily.

Its shipping facilities are equal to those of San Francisco, since it is a terminal point for both local and transcontinental freight. Goods may be shipped between San Jose and any eastern point in the United States on even terms with San Francisco. With cheap factory sites, cheap transportation between factory and car, low expenses and freedom from interruption by labor difficulties, either direct or collateral, San Jose offers an excellent location for factories. With crude oil for fuel at a rate far below the cost of coal and with electric power in any quantity and at reasonable cost, all the elements for economcial and successful manufacturing exist here, combined with perfect shipping facilities, either by rail or by water by the way of Alviso, nine miles distant, where the government has expended a considerable sum in making a navigable channel and harbor. Especially is San Jose an unrivaled location for the manufacture of the many things for which the valley produces the chief raw materials, including by-products from fruit.

The town of Santa Clara lies four miles north of San Jose and is connected with it by two lines of railroad and an electric line. It is an important shipping point. Hundreds of carloads of fruit are shipped from there, as well as other products, including the output of a large tannery and two wood-working factories.

In the foothills of the Santa Cruz mountains at the western edge of the valley is Los Gatos, on the line of the narrow-gauge road between San Francisco and Santa Cruz by the way of San Jose. Its surroundings of orchards and vineyards have earned for it the popular name of Gem City. A few miles distant is Saratoga, also in the midst of orchards and vineyards and a delightful place to live. This region is visited annually by great numbers of health and pleasure seekers. Near Saratoga are the Congress Mineral Springs, already referred to.

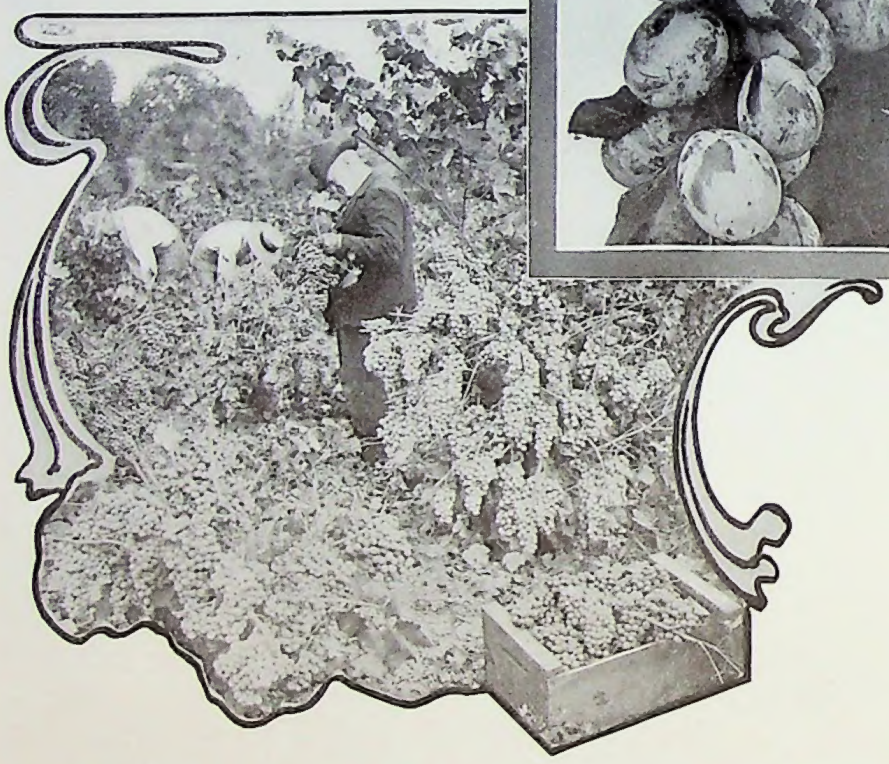
In the valley between San Jose and Los Gatos is Campbell, where are located a large fruit drying establishment and a cannery. Other fruit centers around San Jose are Berryessa, Evergreen, Edenvale, Hillsdale, Coyote, West Side, East Side, Cupertino and Willows. On the line of the standard-gauge road to San Francisco are the prosperous towns of Mayfield, Mountain View, Sunnyvale, Lawrence and the college town of Palo Alto. Palo Alto is famous as a place for suburban homes, its fine location near Stanford University making it specially favored. It is growing rapidly.

The upper or southern end of the valley has for its chief business center the thriving town of Gilroy, on the line of the Southern Pacific between San Francisco, San Jose and Los Angeles. It possesses many beautiful residences and fine avenues leading to the mountains. Within an hour and a half's drive are the widely famous Gilroy Hot Springs amid romantic surroundings and destined within a few years to become one of the most famous resorts. Gilroy has

HOTEL VENDOME, A NOTED, ALL-THE-YEAR-ROUND RESORT

in its environs a large area of soil equal to that of any part of the earth's surface. The great Morse seed farm of twelve hundred acres, employing over two hundred men, is within two miles of the city, and at San Felipe, near by, is the Culp tobacco ranch, where tobacco is raised in large quantities.

A beautiful site on the edge of the valley east of San Jose, a little way beyond the Linda Vista golf links and just where the electric line to Alum Rock Park enters the canyon, has been selected for a State Odd Fellows' Home, where a large and handsome structure is to be erected. This site was chosen out of many offered in the state because of its beauty and healthfulness, characteristics of the entire Santa Clara valley. Here, indeed, in this valley, are to be found rare combinations of beauty, fertility, healthfulness and charm of climate, accompanied by high potentiality for prosperity for thousands, a place where many now live and many more may also live in pleasure and comfort.



THE UPPER PICTURE SHOWS A PRUNE BOUGH FRESH FROM THE ORCHARD; THE LOWER IS A TYPICAL VINEYARD SCENE

OPPORTUNITIES

San Jose and Santa Clara Valley Offer Greater Industrial Advantages Than Any Other Section of California

INVESTMENT FOR INCREASE

Capital invested in Santa Clara Valley real estate is certain of early and rapid increase in value. The Santa Clara Valley is the finest valley for homes in the world; in a few years two-thirds of the valley's area will be more valuable for rural homes of one, five, ten or twenty acres than for any other purpose.

Inquire about our climate; inquire about our universities, schools and churches; inquire about our hot springs, mountain resorts and scenery; inquire about our valley and mountain highways; inquire about our transportation facilities; inquire about our wealth of flowers, shrubs and trees, and, finally, inquire about the room we have for you.

INVESTMENT FOR IMMEDIATE PROFIT

Fruit and Vegetable Growing—Ask for authentic records of specified orchards of prunes, peaches, apricots, cherries, almonds, pears, apples, oranges, plums, etc.; ask for authentic records of vineyards, of farms of small berries, seeds and vegetables.

MINING

Inquire into mineral prospects of mountains of Santa Clara—valuable ores, building material, etc.

MANUFACTURING

The fruit and vegetable industries offer great possibilities for manufacture of marmalades, jellies, jams, pickles, candied fruits, fancy vegetable preparations, etc. The manufacture of leather products offers an immense field. Seven large tanneries now shipping leather east are within a radius of forty miles from San Jose.

Great opportunities exist for extension of urban and creation of suburban electric lines through the finest home country in the world.

Any manufactory desiring to move or to establish a western branch will receive every encouragement. San Jose has terminal rates, is centrally located and has good rail and water facilities.

AGRICULTURE AND KINDRED INDUSTRIES

Stock raising in our mountains is profitable and with water storage will be more so. Possibilities for establishment of great water impounding systems offer rare inducements to capital.

Poultry raising is very remunerative and household expenses can be paid on any ranch out of poultry.

Raising of sheep, hogs and Angora goats and of ordinary farm products is quite successful.

All Communications for Further Information Concerning

San Jose and Santa Clara Valley

Should be addressed to

S. R. CLARKE,

~~*I. B. McMahill*~~, *Secretary Santa Clara Valley Improvement Club, San Jose, Cal.*